AMENDMENTS TO THE CLAIMS

The listing of claims will replace all prior versions, and listings, of claims in the application:

1-29.   (Canceled)

30.   (Currently amended) A method comprising:

~~receiving~~ storing a ~~plurality~~ set of attributes regarding a plurality of individuals [[via]] in a player tracking ~~system including a player tracking server and a card reader~~ database, wherein the set of attributes includes demographic or preferential attributes;

receiving a query of a first subset of attributes to determine a first ~~subset~~ group of individuals from the plurality of individuals ~~having a~~, wherein the individuals of the first group have the first subset ~~of the plurality~~ of attributes;

assembling a second subset of attributes from the set of attributes in response to said receiving the query; and

providing, by [[the]] a player tracking system, a promotional offering as an award to one or more individuals of a second ~~subset of individuals~~ group of individuals within the first ~~subset~~ group in response to ~~the receiving the query related to the first subset~~ said assembling the second subset of attributes, wherein the individuals of the second ~~subset~~ group have ~~a second subset of~~ the attributes of the second subset, wherein ~~one or more of~~ the attributes of the second subset are different than ~~one or more of~~ the attributes of the first subset, wherein the first and second subsets of attributes are subsets of the set of attributes.

31.   (Currently amended) The method of claim 30, further comprising:

comparing a first value of the attributes of the second subset with a second value of the attributes of the second subset to determine at least one difference between the first value and the second value; and

dividing the ~~first subset~~ second group into ~~the second subset and~~ a third ~~subset~~ group of individuals and a fourth group of individuals based on the comparison, wherein the individuals of the ~~second subset~~ third group have the attributes of the second subset with the first value and

the individuals of the ~~third subset~~ fourth group have the attributes of the second subset with the second value.

32.   (Currently amended) The method of claim 30, wherein the attributes of the ~~first subset~~ set comprise age, geographical region, gender, income, frequency of play, favorite day to play, favorite time to play, average amount bet, total amount played, game preference, denomination preference, cuisine preference, beverage preference, music preference, or date of birth.

33.   (Currently amended) The method of claim 30, wherein [[the]] said receiving the query comprises receiving the query by [[a]] the player tracking database in a gaming environment, and wherein the individuals of the first ~~subset~~ group comprise players in the gaming environment.

34.   (Previously presented) The method of claim 33, wherein the player tracking database comprises player tracking data received from a plurality of gaming properties.

35.   (Currently amended) The method of claim 34, wherein the individuals of the first ~~subset~~ group comprise individuals corresponding to the player tracking data received from the plurality of gaming properties.

36.   (Currently amended) The method of claim 34, wherein the player tracking system comprises a player tracking server, wherein the player tracking server is coupled with a player tracking unit via a data collection unit.

37.   (Currently amended) A gaming system comprising:
    a player tracking ~~server~~ database operable to: ~~receive~~ store a ~~plurality~~ set of attributes regarding a plurality of individuals, wherein the set of attributes includes demographic or preferential attributes; and
        a player tracking server operable to:

receive a query <u>of a first subset of attributes</u> to determine a first ~~subset~~ <u>group</u> of individuals from the plurality of individuals ~~having a~~<u>, wherein the individuals of the first group have the</u> first subset of ~~the plurality of~~ attributes;

assemble <u>a second subset of attributes from the set of attributes in response to the received query;</u> and

provide a promotional offering as an award to <u>one or more individuals of</u> a second ~~subset~~ <u>group</u> of individuals within the first ~~subset~~ <u>group</u> in response to the ~~received query related to the first subset~~ <u>assembly of the second subset of attributes</u>, wherein the individuals of the second ~~subset~~ <u>group</u> have ~~a second subset of~~ <u>the</u> attributes <u>of the second subset</u>, wherein ~~one or more of~~ the attributes of the second subset are different than ~~one or more of~~ the attributes of the first subset<u>, wherein the first and second subsets of attributes are subsets of the set of attributes</u>.

38.   (Currently amended) The gaming system of claim 37, wherein the player tracking server is further operable to:

compare a first value of the attributes of the second subset with a second value of the attributes of the second subset to determine at least one difference between the first and second values; and

divide the ~~first subset~~ <u>second group</u> into ~~the second subset and~~ a third ~~subset~~ <u>group</u> of individuals <u>and a fourth group of individuals</u> based on the comparison, wherein the individuals of the ~~second subset~~ <u>third group</u> have the attributes of the second subset with the first value and the individuals of the ~~third subset~~ <u>fourth group</u> have the attributes of the second subset with the second value.

39.   (Currently amended) The gaming system of claim 37, wherein the attributes of the ~~first subset~~ <u>set</u> comprise age, geographical region, gender, income, frequency of play, favorite day to play, favorite time to play, average amount bet, total amount played, game preference, denomination preference, cuisine preference, beverage preference, music preference, or date of birth.

40.   (Currently amended) The gaming system of claim 37, wherein the individuals of the first ~~subset~~ <u>group</u> comprise players in a gaming environment.

41.   (Previously presented)   The gaming system of claim 37, wherein the player tracking database comprises player tracking data received from a plurality of gaming properties.

42.   (Currently amended) The gaming system of claim 41, wherein the individuals of the first ~~subset~~ group comprise individuals corresponding to the player tracking data received from the plurality of gaming properties.